



Analysis of Airline Ticket Purchase Decisions Based on Price, Brand Image, and Product Quality

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Submitted: 03/02/2025 | Revision Accepted: 13/03/2025 | Online: 01/04/2025 | doi: <https://doi.org/10.63088/v6c4mw88>

Abstract:

Purpose: This study aims to determine the influence of price; brand image and product quality have on purchasing decisions for airline tickets to customers who are out-going from Terminal 3 of the ultimate Soekarno Hatta airport. This is assessed both individually (partial effects) and collectively (simultaneous effects) on the decision to purchase airline tickets.

Methods: The study adopts a quantitative research approach, which is grounded in positivist philosophy. This approach is suitable for examining specific populations or samples and allows for the collection of numerical data that can be statistically analyzed to test hypotheses. The analysis of the collected data is performed using statistical software, specifically SPSS V.25 by total 100 respondents.

Results: The t-test results are Price is 3.893 (t-count) or more than 1,984 (t-table) with significant 0.05. Brand Image is 2.294 (t-count) or more than t-table with 0.05. Significant and Product Quality is 4.197 (t-count) or more than t-table with 0.05. Significant.

Conclusions: Statistical analysis shows that Price, Brand Image, and Product Quality significantly influence airline ticket purchasing decisions. Thus, confirming that all independent variables collectively have a positive and significant impact.

Keywords:

Price; Brand Image; Product Quality; Purchase Decisions

1. Introduction

Recently the aviation industry has become one of the sectors experiencing significant growth. Tight competition between airlines requires companies to continue to improve their marketing strategies, especially in terms of price, brand image, and product quality offered to consumers. Consumers' decisions to purchase some products are not only influenced by price factors, but also their perceptions of the brand and the expected quality experience (Ardiansyah.E et al., 2022). This article aims to analyze how price, brand image, and product quality influence airline ticket purchasing decisions.

By understanding these factors, it is hoped that airlines can formulate more effective strategies to attract and retain customers. Many analyze the development trends and adaptation of airline business models to new market conditions. However,

it is also necessary to explore the important role of airport status and existence including airport management efforts to maximize the use of infrastructure, terminal capacity, and efficient use of work instruments and improve service quality and punctuality (Štimac et al., 2020).

From the data obtained from BPS, it is known that the number of passengers on domestic flights at Soekarno-Hatta International Airport throughout 2024. January to June: The number of passengers showed a steady increase, starting from around 1.5 million passengers in January and peaking at around 1.8 million passengers in June. July to September: The number of passengers experienced a stagnant period during this period, with the figure remaining high at around 1.8 million passengers. October to December: The number of passengers increased again in the last quarter of the year, with December recording the highest number, at more than 2 million passengers. This trend shows seasonal variations in travel demand as seen in figure 1 (BPS, 2025).

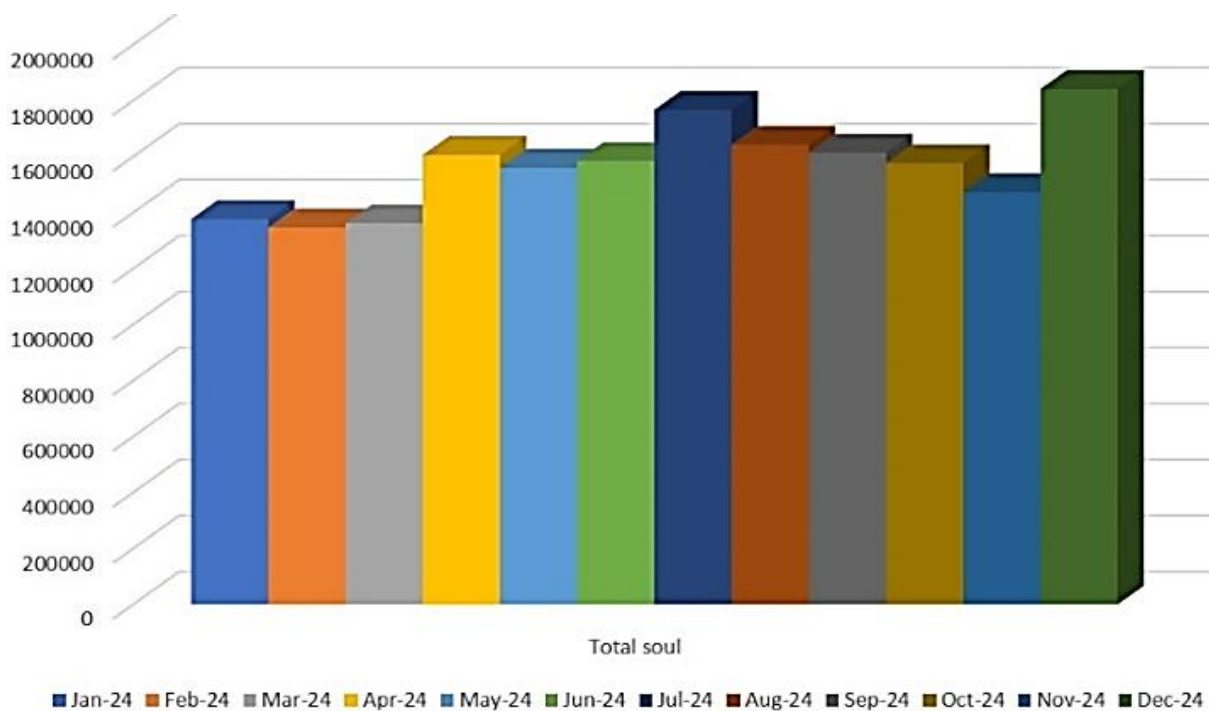


Figure1. Number of passengers on domestic flights-
Soekarno Hatta International Airport

International Passenger Traffic at Soekarno-Hatta International Airport in 2024 witnessed fluctuations in the number of passengers traveling on international flights. January began with a fairly large number of passengers, namely 650,043 people, then experienced a slight decrease in February to 623,149 people. In March, the number of passengers decreased again with the number of passengers being 609,907 people. However, the number of passengers began to improve in April, reaching 653,900 people. In May, the number of passengers decreased slightly to 652,622 people, while in June the number of passengers experienced a stable increase of 653,964 people. In July, the number of passengers increased again with the number of passengers being

660,180 people, which is a positive trend. The peak occurred in August with the number of passengers increasing significantly to 774,041 people, which was the highest number of passengers that year. Then in September, the number of passengers increased to 750,773 people, and in October, the number of passengers increased to 726,088 people. Followed by November with 717,749 passengers, and finally December closed the year with a positive note, namely 825,411 passengers who traveled internationally through Soekarno-Hatta Airport (BPS, 2025).

Passengers' decisions to purchase airline tickets are influenced by a variety of factors, including price, brand image, and product quality. However, it is unclear to what extent each of these factors influences consumer choice. Understanding the impact of these variables is critical for airlines to develop effective pricing strategies, strengthen brand perceptions, and improve service quality to attract and retain customers. From an observation of people who have used air transportation to determine their airline of choice. Most of those who responded determined their main reasons for choosing an airline based on price considerations, company image and product quality. As seen in the diagram in figure 2 below:

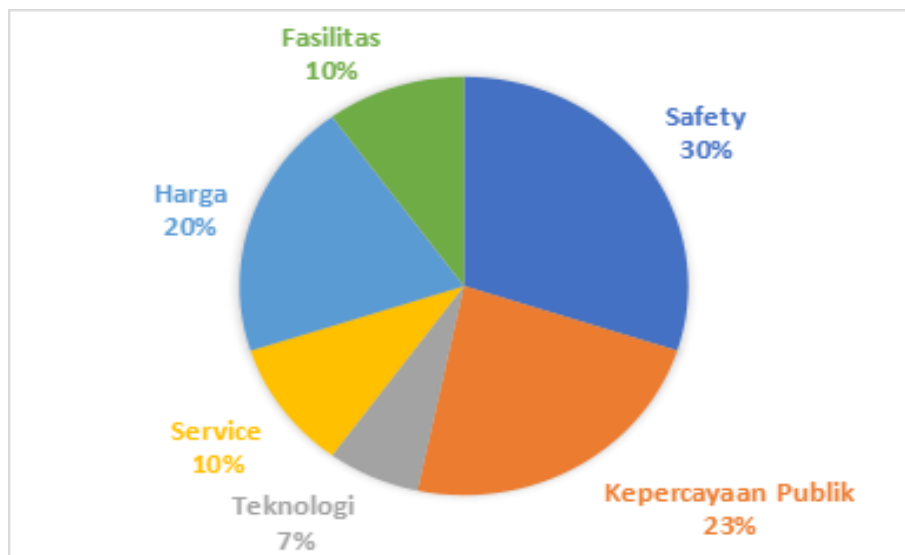


Figure 2. Passenger reasons for choosing an airline

Many studies have discussed price, brand image, and product quality in influencing airline ticket purchasing decisions. However, most studies focus more on price as the main factor, without considering the combination of the three variables simultaneously. Many things have not been explored that may moderate the relationship between variables, such as trust in flight safety, punctuality of departure, and airport service quality. This study is expected to contribute by providing a more comprehensive understanding of how all variables simultaneously influence airline ticket purchasing decisions. Thus, the study offers new insights for airlines so that it can help the aviation industry in increasing competitiveness through more effective variable combination-based strategies.



The urgency of this research is based on the increasing competition in the airline industry, which requires airlines to understand the main factors that influence customer decisions to design more effective marketing strategies. Purchasing decisions do not only depend on price, but are also influenced by customer perceptions of brand image and the quality of service provided. Therefore, this research is important to provide insight for airlines in increasing competitiveness and maintaining customer loyalty.

The approach used in this study is simultaneity with multiple regression analysis to examine the influence of price, brand image, and product quality on airline ticket purchasing decisions. Practically, the results of this study provide insight for airlines in designing more effective marketing strategies by balancing these three factors. In addition, this study highlights the importance of considering additional factors such as customer trust in safety, punctuality, and airport facilities.

2. Literature Review

The decision-making process in purchasing airline tickets is influenced by various factors, including price, brand image, and product quality. These determinants have been extensively studied in the field of consumer behaviour, marketing, and service management (Khoa, 2021). This literature review synthesizes key findings from previous research to provide a comprehensive understanding of how these factors shape consumer choices. Research indicates that these factors interact to shape purchasing choices, with brand image and product quality often playing pivotal roles alongside price considerations (Wulansari & Hayuningtias, 2023). The same thing was also stated in research conducted by Putri (Putri et al., 2023).

2.1 Price

Price is often the main consideration for consumers when choosing an airline. Competitive prices can attract cost-sensitive consumers. However, setting prices that are too low can also create negative perceptions about the quality of service provided (Eko Yuli Waluyo et al., 2022). Pricing for companies implementing oligopoly and monopoly companies, and proving that the monotony of pricing strategies is related to the level of customer rationality. Generally, customers choose products according to their quality with other considerations being the duration of time so that many companies use discount methods to attract customers. What must be realized is that passengers are not homogeneous with the same assessment or the same value distribution for the same product (Gao et al., 2022).

Therefore, airlines must find a balance between competitive prices and maintaining a quality image. In addition, price promotions such as discounts and special offers can be effective tools to increase ticket sales volume. Price perception plays a crucial role in purchasing decisions, as consumers often weigh the cost against perceived value. Competitive pricing strategies can attract price-sensitive customers,



particularly in the airline industry. Studies show that favorable price perceptions can enhance brand image, leading to increased purchasing (Wydyanto & Yandi, 2020) (Maulida & Maya, 2020).

2.2 Brand image

Brand image also plays an important role in airline ticket purchasing decisions. Consumers tend to trust and remain loyal to brands that have a good reputation and are known for their quality services (Hidayat & Pudjoprastyono, 2023). A positive brand image can be built through various means, such as satisfactory customer service, consistent marketing communications, and positive experiences that consumers have had in the past (Pratiwi et al., 2022). A good brand image has the potential to maintain and improve market position, helping to attract and retain customers. Brand image also plays a role in influencing customer attitudes towards the product. Brand image also positively influences purchase intention by reducing perceived risk and positively influencing customer impressions of service attributes, leading to higher price perceptions (Santos et al., 2024). In another opinion, it is said that brand image when combined with a mix of promotion and price is the main determinant of consumer purchasing behavior and a company's competitive strategy (Waluya et al., 2019). Airlines that can build a strong brand image will find it easier to retain their customers and attract new ones. From the development of the study which focused on iPhone smartphone users, it was stated that brand image has a positive and significant influence on purchasing decisions (Pratiwi et al., 2022). The research findings show that factors such as ease of use, "personalization", security, and customer service are important factors in determining the brand image of online retailers. Practical implications - Practical contributions. Thus decision makers have strategic direction and brand positioning of the company (Da Silva & Alwi, 2008). It can be further said that Brands and industries can help strengthen the evaluation of the economic dimensions of various countries (Lopez, 2021). In the aviation industry, it is important to note that connecting a country with a brand and industry in a campaign can generate positive associations, which in turn can improve the country's reputation ranking.

2.3 Product Quality

Product quality is another important factor that influences consumer purchasing decisions. It includes aspects such as punctuality, comfort, safety, and the level of service provided during the flight. High-quality products and services can significantly increase customer satisfaction and encourage repeat purchases (Febrianti & Hasan, 2022). Airlines that prioritize consistent quality standards and continually innovate to improve the passenger experience are likely to gain a competitive advantage. For example, offering more legroom, better in-flight entertainment, or personalized service can contribute to a positive perception of the airline's overall quality. Product design, quality, and price affect brand image and purchasing



decisions. This is also reinforced if the better the product design, the higher the potential for higher prices, resulting in a higher brand image (Thomas et al., 2024). Research development states that product quality not only has an impact on purchasing decisions but also has a positive and significant effect on customer satisfaction and is significant on customer loyalty (Diputra & Yasa, 2021).

2.4 Purchasing decisions

Purchasing decisions are influenced by various factors that shape consumer behavior in various contexts. This aspect is greatly influenced by several elements such as promotion, product quality, service quality, and price perception. Where these elements play an important role in the decision-making process. From the research conducted by Gomes by taking the signal theory approach, where this study evaluates the willingness to pay more for environmentally friendly products by generation Z, it is stated that environmental concern, environmentally friendly future estimates, and perceived environmentally friendly quality are potential determinants of consumption of environmentally friendly products by Generation Z and positively influence the willingness to buy/pay more for environmental concerns. This can be played by airlines by optimizing the facilities and infrastructure available at each airport service and the issues used by the company (Gomes et al., 2023). Increasing passenger awareness and contemporary passenger behavior is very important for manufacturers including airlines to observe. This will affect product purchasing decisions (Nekmahmud & Fekete-Farkas, 2020). The results of the research development show that purchasing decisions prefer to make purchases online where financial ability, price perception, and product quality perception are variables that have a significant influence (Nugraheni et al., 2020). The interaction between price, brand image, and product quality is complex and context-dependent. While some consumers place greater value on price than other factors, others may place greater value on brand reputation and quality. Typically, passengers seeking a premium experience may place greater value on brand image and product quality than on cost considerations. Conversely, budget-conscious passengers may focus more on price while tolerating lower service quality (Hidayat & Pudjoprastyono, 2023).

2.5 Conceptual framework

The conceptual framework developed is a thought process on the relationship between one concept and another concept to provide an overview and direct assumptions related to the variables to be studied. The following is a description of the conceptual framework developed. Price perception is still considered an important assessment, this is related to the comparison of the amount of sacrifice with what will be obtained from the product and service. Customers will purchase more products or services when their prices are low. In addition, quality-conscious consumers prefer products with high durability (Li et al., 2021). Thus, a hypothesis can be formulated that price perception has a positive effect on the purchasing decision process.

H1: Price has a positive effect on purchasing decisions.

Brand image is a set of beliefs, ideas, and impressions that a person has towards a brand, based on the consumer's attitude and actions towards a brand are largely determined by the brand image. Brand image has a strategic role for the company. From the consumer's perspective, the brand has an important value and role (Kotler.P, 2012). A brand that is already known by the wider community will make consumers feel satisfied using the brand.

H2: Brand image influences purchasing decisions.

Brand image refers to the perception that consumers have about a brand, formed by associations in their minds. Brand image consists of a set of beliefs, ideas, and impressions that individuals associate with a brand (Kotler.P, 2012). A positive and strong brand image can significantly influence consumer attitudes and behavior, so it is important for companies to develop an attractive and favorable brand image to attract consumers, especially by optimizing the power of promotional media (Malarvizhi et al., 2022). The more positively consumers perceive a product, the more likely they are to be interested in purchasing it. An established brand image also leads to higher consumer satisfaction, as a widely known and reputable brand instills trust and satisfaction among users (Wulansari & Hayuningtias, 2023).

H3: Product quality influences purchasing decisions.

Product quality refers to the characteristics of a product or service that support its ability to satisfy customer needs. Some consumers have reported inconsistencies in taste and imperfections in packaging, which may be attributed to the use of less professional technology in home-based businesses (Rodi et al., 2023) (Nugraheni et al., 2020). This perceived lack of product quality can influence customers' decisions to make repeat purchases.

From the description of the relationship between these variables, a conceptual parameter framework diagram is formulated as in figure 3 below.

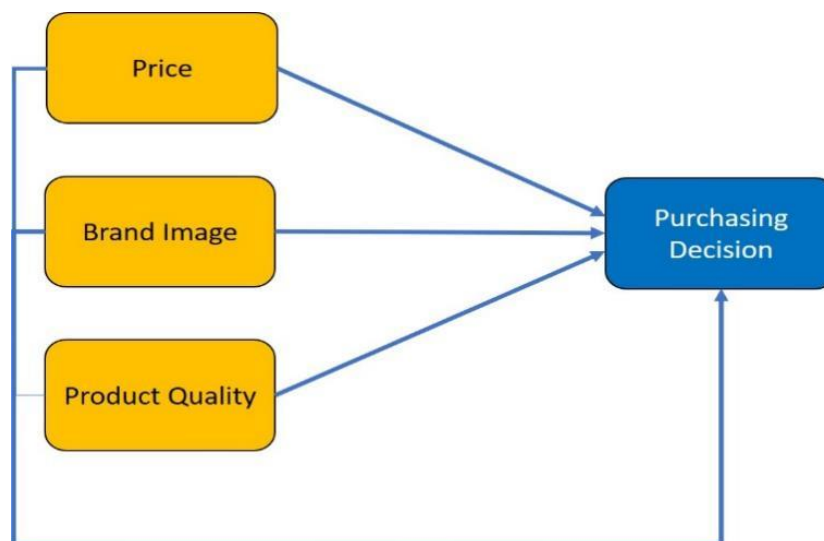


Figure 3. Conceptual framework

3. Methodology

The method used in the quantitative approach. The approach through the philosophy of positivism, is used to research a particular population or sample, data collection using research instruments with the intention of testing predetermined hypotheses (Sugiyono, 2022). The data collection techniques used in this study were literature studies, questionnaire collection, interviews, and observations.

The population in this study is the number of domestic airline passengers departing from Terminal 3 Ultimate-Soekarno Hatta International Airport, Tangerang throughout 2024. It was recorded that all domestic passengers leaving this airport were 1,563,149 people (BPS, 2025). Then sampling was carried out by filtering by taking the number of passengers from Garuda Indonesia airlines which had a portion of 33% so that the number of passengers as the basic population was 515,839 people. From this number, filtering was carried out based on the 5 largest destinations, namely Bali (16%), Medan (14.5%), Makassar (12%), Surabaya (11%), Batam (10.5%). With a total of 330,137 passengers. (BPS, 2025). From the population, a sample is taken using the Slovin formula. This formula is used to determine the sample size of a known population (Arikunto, 2016). The Slovin formula is as follows.

$$n = \frac{N}{1 + Ne^2} \quad (1)$$

From the formula determine that n is required sample size. N is the total population, which is 330,137. And e is the margin of error, which is set at 10%. From the formula, the number of samples is 100.

The independent variables in this study include price, which reflects the amount consumers are willing to pay in exchange for the benefits of owning and using a product or service while ensuring a fair profit for the company (Wardana et al., 2022). Brand image refers to how customers and the public perceive a brand (Thi Hau Phuong, 2024). product quality represents the characteristics of a product that determine its ability to meet specific needs and its inherent attributes (Nugraheni et al., 2020). Meanwhile, the dependent variable, purchasing decision, is the process in which consumers integrate their knowledge and attitudes to assess multiple options and select, primarily based on product quality (Akhyar & Pramesti, 2019).

The data analysis method in this study was assisted by using statistical software, namely SPSS V.25 with several testing stages such as; descriptive analysis is used to describe data by conducting validity tests to measure the accuracy of collected data against actual conditions. Validity is assessed by correlating individual item scores with the total score, where a significant correlation ($\text{sig} < 0.05$) indicates validity. Reliability is tested using cronbach's alpha, as the questionnaire does not include responses with incorrect or zero value (Sugiyono, 2022). Furthermore, the test results are continued with data testing using classical assumption test instruments.

Hypothesis testing using t-test and F-test. The t-test is a partial test used to show the influence of each independent variable individually on the dependent variable. The t-test formula is as follows:

$$t \text{ count} = \frac{x - \mu_0}{\frac{s}{\sqrt{n}}} \quad (2)$$

In hypothesis testing, the *t-count* is calculated using a formula involving the mean (x), hypothesized value (μ_0), standard deviation (s), and sample size (n). The test result determines whether the null hypothesis (H_0) is accepted or rejected. If the calculated *t-count* is greater than the tabled *t-count*, H_0 is rejected and the alternative hypothesis (H_1) is accepted, meaning the proposed hypothesis is accepted. Conversely, if the calculated *t-count* is less than the tabled *t-count*, H_0 is accepted, meaning the proposed hypothesis is rejected.

The F test is conducted as a simultaneous test to determine whether all independent variables can simultaneously influence the dependent variable. The formula used is as follows:

$$F \text{ count} = \frac{R^2 K}{1 - R^2 / n - K - 1} \quad (3)$$

Where R^2 is the multiple correlation coefficient. k is the number of independent variables. n is the number of Sample members criteria. with the testing criteria, if the F count is greater than the F table, So H_0 is rejected and H_1 is accepted. If the F count is smaller than the F table, so H_0 is accepted and H_1 is rejected.

Multiple linear regression analysis is utilized to measure the extent to which the all independent variables affect the dependent variable (Arikunto, 2016) (Hardani, 2020). The equation for the multiple linear regression model is as follows:

$$PD = \alpha + \beta_1 P + \beta_2 BI + \beta_3 PQ + e \quad (4)$$

PD is purchasing decision, BI is brand image, PQ is product quality, β is regression coefficient, α is constanta, and e is error index.

4. Result and discussion

4.1 Validity test result

The results of the validity test, utilizing the Pearson correlation instrument for the price, comprising three items, indicate that items 1-3 are valid. This is evident from the calculated *r-count* (correlation coefficient) exceeding the *r-tabled* is 0.361, as presented in the table 1 below:



Table 1. Pearson correlation test results on price variable

Variable	Statement	r count	r table	Conclusion
Price	1	0.843	0.361	Valid
	2	0.843	0.361	Valid
	3	0.843	0.361	Valid

The Pearson correlation test results for the brand image variable indicate that all three items are valid, as the calculated correlation coefficient (r) exceeds the t-table value (0.361). Detailed results are presented in the table 2 below:

Table 2. Pearson correlation test results on brand image variable

Variable	Statement	r count	r table	Conclusion
Brand Image	1	0.869	0.361	Valid
	2	0.833	0.361	Valid
	3	0.869	0.361	Valid

The results of the Pearson correlation test for the product quality variable show that items 1-4 are valid, because the calculated correlation coefficient (r) value is greater than the t table value (0.361). As shown in the table 3 below:

Table 3. Pearson correlation test results on product quality variable

Variable	Statement	r count	r table	Conclusion
Product Quality	1	0.819	0.361	Valid
	2	0.840	0.361	Valid
	3	0.777	0.361	Valid
	4	0.720	0.361	Valid

The pearson correlation test results for the purchase decision variable, comprising four items, indicate that all items 1-4 are valid. This is evident from the calculated correlation coefficient (r) exceeding the t-table value (0.361), As shown in the table 4 below:

Table 4. Pearson correlation test Results on purchase decision variable

Variable	Statement	r count	r table	Conclusion
Purchase Decision	1	0.716	0.361	Valid
	2	0.879	0.361	Valid
	3	0.753	0.361	Valid
	4	0.788	0.361	Valid

4.2 Reliability Test

The data test results demonstrate that the Cronbach's Alpha coefficients for the respective variables exceed the 0.60 threshold, indicating satisfactory reliability levels. The price variable yields a Cronbach's Alpha of 0.795, denoting high reliability. The brand image variable exhibits a Cronbach's Alpha of 0.819, signifying very high



reliability. The product quality variable has a Cronbach's Alpha of 0.797, indicating high reliability. The purchase decision variable shows a cronbach's alpha of 0.788, denoting high reliability. As shown in table 5 below:

Table 5. Results of research instrument reliability test

Variable	Cronbach's Alpha	N of Items
Price	0.795	3
Brand Image	0.819	3
Product Quality	0.797	4
Purchase Decision	0.788	4

4.3 Hypothesis Test

4.3.1 t-Test

The results of the statistical analysis reveal that the t-count values for price, brand image, and product quality are significantly higher than the critical t-table values (1,984), with associated p-values of 0.000, 0.024, and 0.000, respectively. Given that these p-values fall below the predetermined significance level of 0.05, the H_0 is rejected in favor of the H_a . Therefore, it is concluded that price, brand image, and product quality exert a positive and statistically significant influence on airline ticket purchasing decisions. As shown in table 6 below:

Table 6. Results of the t-test of independent variables influence of dependent variables

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	4.155	1.051		3.952	0.000
	Price	0.351	0.090	0.314	3.893	0.000
	Brand Image	0.239	0.104	0.210	2.294	0.024
	Product Quality	0.369	0.088	0.383	4.197	0.000

4.3.2 F-test

The results of data processing show that the F count of 42.832 is greater than the F table of (2.70), or by comparing the probability value (sig. F change) = 0.000 < 0.05, it is mean H_a is accepted. So, it is determined that all dependent variables simultaneously have a positive and significant effect on the purchasing decision to airline tickets. As shown in the following table.

Table 7. F-test results based on anova table

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	480.668	3	160.223	42.832	0.000 ^b
	Residual	347.889	93	3.741		
	Total	828.557	96			

4.4 Multiple linear regression analysis

The results of the data analysis presented in Table 6 indicate that the unstandardized coefficients for the constant (a) are 4.155. Furthermore, the coefficient values for price, brand image, and product quality are 0.351, 0.239, and 0.369, respectively. These coefficients form the basis of the multiple regression equation:

$$PD = 4,155 + 0,351P + 0,239BI + 0,369PQ + e$$

As evident from the equation, the coefficients for price, brand image, and product quality are positive, indicating that these variables have a positive impact on purchase decision. When the values of price, brand image, and product quality are set to zero, the purchase decision value is 4.155.

4.5 Discussion

Influence of price on purchasing decisions. The price of a product or service that matches consumer expectations is crucial for a company to survive in competition. The product price can directly influence consumer purchasing decisions. Therefore, companies must pay attention to product pricing as part of their strategy to achieve sustainable excellence. Previous research also shows that selling price has a positive relationship with purchasing decisions (Eko Yuli Waluyo et al., 2022).

The Influence of brand image on purchasing decisions. The brand image of any airline influences the passenger's decision to purchase a ticket. Although an airline's brand image is considered good, negative issues related to the company's management reduce the effectiveness of the brand image. Previous research shows that brand image has a positive and significant influence on purchasing decisions (Febrianti & Hasan, 2022).

The Influence of product quality on purchasing decisions. Quality is a characteristic of a product or service that meets customer needs. Assessment of airline product quality includes good service, flight punctuality, and choice of hours and destination cities. Satisfactory product quality has a positive effect on purchasing decisions. Previous research also shows that product quality has an effect on purchasing decisions (Thomas et al., 2024).

Simultaneous influence of price, brand image, and product quality on purchasing decisions. Simultaneously all independent variables have a positive influence on the dependent variable. In the case of aviation, there are many unique things that deserve attention. Where in the literature and scientific studies explain that all variables have a relationship and influence each other, it is suspected that many other factors are reinforcing variables that have not been studied, such as: trust in



safety guarantees, certainty of departure time and punctuality, appearance and ambience and the attractiveness of the aircraft interior design as well as the aesthetic appeal of airport services. Moreover, currently Soekarno-Hatta International Airport is included in the top 100 best airports in the world in 2024 (Andi, 2025).

5. Conclusion

The statistical analysis yields significant results, indicating that the t-count values for price, brand image, and product quality substantially exceed the critical t-table values. The corresponding p-values of 0.000, 0.024, and 0.000, respectively, fall below the predetermined significance threshold of 0.05, leading to the rejection of the null hypothesis (H₀) in favor of the alternative hypothesis (H_a). Consequently, it is inferred that price, brand image, and product quality exert a positive and statistically significant impact on airline ticket purchasing decisions. The data processing results reveal an F-count of 42.832, surpassing the F-table value of 2.70. Moreover, the probability value (sig. F change) of 0.000 is less than 0.05, indicating that the alternative hypothesis (H_a) is accepted. This suggests that all dependent variables collectively have a positive and significant effect on airline ticket purchasing decisions. The data analysis presented that the unstandardized coefficient for the constant (a) is 4.155. Additionally, the coefficient values for price, brand image, and product quality are 0.351, 0.239, and 0.369, respectively.

6. Suggestions

Airline companies should pay attention to factors that influence ticket purchasing decisions, such as price, brand image, and product quality. Companies should strive to improve product quality and services to increase customer satisfaction and influence purchasing decisions. Companies should consider an appropriate pricing strategy to increase sales and retain customers. Companies should strengthen their brand image through effective promotion and communication to increase customer trust. Companies should continuously monitor and analyze data to understand customer behavior and improve marketing strategies.

For further studies can continue with analysis related to new technologies, such as artificial intelligence and personalized marketing, affecting consumer behavior in the airline industry. It can also be continued with a comparative study between low-cost and full-service airlines can provide deeper insights into customer preferences and decision-making processes. Future studies can also conduct longitudinal studies to analyze how consumer preferences change over time in response to economic conditions and industry trends.

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